IN THE CLAIMS:

Please amend Claims 1-8, 10-17, and 19-27, and please add new Claims 28-33 as follows.

1. (Currently Amended) An image sensing apparatus including image sensing means for sensing an object and embedding means for embedding predetermined data in image data obtained by the image sensing means, comprising:

means for ~~setting an image sensing mode~~ manually selecting one of a plurality of image sensing modes for the image sensing means; and

means for ~~setting~~ deciding an embedding mode for defining an embedding method for the embedding means ~~on the basis of~~ in accordance with the manually selected image sensing mode,

wherein ~~said~~ the image sensing means senses ~~an~~ the object on the basis of the manually selected image sensing mode, and

wherein said embedding means executes the embedding of the predetermined data in the image data obtained by the image sensing means in accordance with the decided embedding mode.

2. (Currently Amended) An image sensing apparatus including image sensing means for sensing an object and embedding means for embedding predetermined data in image data obtained by the image sensing means, comprising:

means for ~~setting an embedding mode~~ manually selecting one of a plurality of embedding modes for defining an embedding method for the embedding means; and

means for ~~setting~~ deciding an image sensing mode for the image sensing means ~~on the basis of~~ in accordance with the manually selected embedding mode,

wherein said image sensing means senses ~~an~~ the object on the basis of the decided image sensing mode, and

wherein said embedding means executes the embedding of the predetermined data in the image data obtained by the image sensing means in accordance with the manually selected embedding mode.

3. (Currently Amended) The apparatus according to claim 1, wherein the manually selected image sensing mode defines values associated with an exposure time and aperture of said apparatus.

4. (Currently Amended) The apparatus according to claim 1, wherein the decided embedding mode defines a value associated with a continuous-exposure frame count of said apparatus.

5. (Currently Amended) The apparatus according to claim 1, wherein the manually selected image sensing mode defines a value associated with the image quality of a sensed image.

6. (Currently Amended) The apparatus according to claim 1, wherein the manually selected image sensing mode defines a value associated with sensitivity with respect to an amount of light received by the image sensing means.

7. (Currently Amended) The apparatus according to claim 1, wherein the decided embedding mode defines a type of watermarking represented by the predetermined data to be embedded.

8. (Currently Amended) The apparatus according to claim 1, wherein the decided embedding mode defines a value associated with an embedding strength of the predetermined data.

9. (Cancelled)

10. (Currently Amended) An image sensing method including an image sensing step of sensing an object and an embedding step of embedding predetermined data in image data obtained by the image sensing step, comprising:

the step of ~~setting an image sensing mode~~ manually selecting one of a plurality of image sensing modes for the image sensing step; and

the step of ~~setting~~ deciding an embedding mode for defining an embedding method for the embedding step ~~on the basis of~~ in accordance with the manually selected image sensing mode,

wherein the image sensing step comprises the step of sensing ~~an~~ the object on the basis of the manually selected image sensing mode, and

wherein the embedding step comprises the steps of executing the embedding of the predetermined data in the image data obtained by the image sensing step in accordance with the decided embedding mode.

11. (Currently Amended) An image sensing method including an image sensing step of sensing an object and an embedding step of embedding predetermined data in image data obtained by the image sensing step, comprising:

the step of ~~setting an embedding mode~~ manually selecting one of a plurality of embedding modes for defining an embedding method for the embedding step; and

the step of ~~setting~~ deciding an image sensing mode for the image sensing step ~~on the basis of~~ in accordance with the manually selected embedding mode,

wherein the image sensing step comprises the step of sensing ~~an~~ the object on the basis of the decided image sensing mode, and

wherein the embedding step comprises the step of executing the embedding of the predetermined data in the image data obtained by the image sensing step in accordance with the manually selected embedding mode.

12. (Currently Amended) The method according to claim 10, wherein the manually selected image sensing mode defines values associated with an exposure time and aperture of ~~said~~ an image recording apparatus performing said image sensing method.

13. (Currently Amended) The method according to claim 10, wherein the decided embedding mode defines a value associated with a continuous-exposure frame count of ~~said~~ an image recording apparatus performing said image sensing method.

14. (Currently Amended) The method according to claim 10, wherein the manually selected image sensing mode defines a value associated with the image quality of a sensed image.

15. (Currently Amended) The method according to claim 10, wherein the manually selected image sensing mode defines a value associated with sensitivity with respect to an amount of light received.

16. (Currently Amended) The method according to claim 10, wherein the decided embedding mode defines a type of watermarking represented by the predetermined data to be embedded.

17. (Currently Amended) The method according to claim 10, wherein the decided embedding mode defines a value associated with an embedding strength of the predetermined data.

18. (Cancelled)

19. (Currently Amended) A computer-readable memory storing a code for executing an image sensing step of sensing an object and a code for executing an embedding step of embedding predetermined data in image data obtained by the image sensing step, comprising:

a code for executing the step of ~~setting an image sensing mode~~ manually selecting one of a plurality of image sensing modes for the image sensing step; and

a code for executing the step of ~~setting~~ deciding an embedding mode for defining an embedding method for the embedding step ~~on the basis of~~ in accordance with the manually selected image sensing mode,

wherein the code for executing the image sensing step comprises a code for executing a step of sensing ~~an~~ the object on the basis of the manually selected image sensing mode, and

wherein the code for executing the embedding of the predetermined data in the image data obtained by the image sensing ~~means~~ step executes embedding in accordance with the decided embedding mode.

20. (Currently Amended) A computer-readable memory storing a code for executing an image sensing step of sensing an object and a code for executing an embedding step of embedding predetermined data in image data obtained by the image sensing step, comprising:

a code for executing the step of ~~setting an embedding mode~~ manually selecting one of a plurality of embedding modes for defining an embedding method for the embedding step; and

a code for executing the step of ~~setting~~ deciding an image sensing mode for the image sensing step ~~on the basis of~~ in accordance with the manually selected embedding mode, and

wherein the code for executing the embedding step ~~comprises executing~~ executes the embedding of the predetermined data in the image data obtained by the image sensing ~~means~~ step in accordance with the manually selected embedding mode.

21. (Currently Amended) An image sensing apparatus having image sensing means, comprising:

selection means for selecting one of a plurality of image sensing modes;

embedding means for embedding information as a watermark in an image;

determination means for determining, in accordance with the image sensing mode selected by said selection means, whether to activate said embedding means; and

control means for, when said determination means determines that the information is to be embedded, performing control to activate said embedding means to embed the information in the image data sensed by ~~said~~ the image sensing means.

22. (Currently Amended) The apparatus according to claim 21, wherein the information includes information specifying a user name, an image sensing date, and an image recording apparatus.

23. (Currently Amended) The apparatus according to claim 21, wherein

said embedding means comprises first embedding means for embedding information as a visible watermark in an image, and second embedding means for embedding information as an invisible watermark in an image, and

said determination means comprises means for determining one of said first and second embedding means to perform its embedding operation when embedding is to be performed.

24. (Currently Amended) The apparatus according to claim 21, wherein

said embedding means comprises first embedding means for embedding information with priority given to image quality of an image in which the information is to be embedded, and second embedding means for embedding information with priority given to robustness of the information to be embedded, and

means for determining one of said first and second embedding means to perform its embedding function when information is to be embedded.

25. (Currently Amended) The apparatus according to claim 21, wherein

said embedding means comprises first embedding means for embedding information as a visible watermark in an image, second embedding means for embedding information as an invisible watermark in an image with priority given to image quality of the image in which the information is to be embedded, and third embedding means for embedding information as an invisible watermark in an image with priority given to robustness of the information to be embedded, and

said determination means comprises means for determining one of said first to third embedding means to perform its embedding function when embedding is to be performed.

26. (Currently Amended) The apparatus according to claim 21, wherein said determination means determines, in accordance with the image quality set when a sensed image is stored in a predetermined storage medium, whether to perform embedding.

27. (Currently Amended) A control method for an image sensing apparatus having image sensing means, comprising:

the selection step of selecting one of a plurality of image sensing modes;

the embedding step of embedding information as a watermark in an image;

the determination step of determining, in accordance with the image sensing mode selected in ~~the~~ said selection step, whether to activate ~~the~~ said embedding step; and

the control step of, when it is determined in ~~the~~ said determination step that the information is to be embedded, performing control to activate ~~the~~ said embedding step to embed the information in the image data sensed in ~~the~~ said image sensing step.

28. (New) The image sensing apparatus according to claim 1, wherein said deciding means decides the embedding mode by selecting one of a plurality of embedding methods having different robustness from each other, in accordance with the manually selected image sensing mode.

29. (New) The image sensing apparatus according to claim 2, wherein said selecting means selects one of a plurality of embedding modes having different robustness from each other.

30. (New) The image sensing method according to claim 10, wherein said deciding step decides the embedding mode by selecting one of a plurality of embedding methods having different robustness from each other, in accordance with the selected image sensing mode.

31. (New) The computer-readable memory according to claim 19, wherein said code for executing the deciding step executes the deciding step by selecting one of a plurality of embedding methods having different robustness from each other, in accordance with the selected image sensing mode.

32. (New) The image sensing method according to claim 11, wherein said selecting step selects one of a plurality of embedding modes having different robustness from each other.

33. (New) The computer-readable memory according to claim 20, wherein said code for executing the selecting step executes the selecting step by selecting one of a plurality of embedding modes having different robustness from each other.